

design-system

Play+ Manifesto – Design That Breathes This is our craft Design that breathes This is the official playbook for the Play+ Design System. It's more than a guide—it's the blueprint for how we bring our philosophy of "design that breathes" to life. We don't build interfaces; we create ecosystems. Play+ is founded on a simple, radical idea: Software should feel less like a machine and more like an extension of human intent. It should be a partner that anticipates, a canvas that inspires, and a tool so intuitive it disappears. We reject rigid, lifeless design. Instead, we chase a new standard: the living interface—an experience that flows, adapts, and responds with intelligence and grace. This isn't about adding features; it's about removing friction until all that's left is pure, unhindered momentum.

Our Foundation: From Brand Values to Design Principles ■ Play+ is a direct expression of Ascendion's core brand values. Every principle, material, and component in our system is derived from this foundation, ensuring our brand's soul is embedded in every interaction.

Ascendion Value Boldly Optimistic Deeply Empathetic Relentlessly Curious Ally

Play+ Pillar(s) Distinct Engaging Inclusive Intuitive Adaptive Glass Clarity, transparency, layering Liquid Flow, momentum, adaptation Light Illumination, guidance, feedback Expressive Typography Accessibility First Human-centric Content Adaptive Layouts Exploratory Motion Supportive Interactions Buttons Gradient Button - Hover State Value-to-Experience Mapping

■ Ascendion Value Play+ Pillar(s) Elemental Soul Key Design Principles Example Behavior

****Boldly Optimistic**** Distinct, Engaging Light (illumination), Liquid (momentum) Expressive Typography, Colors, Motion Buttons pulse gently on load, typography scales with context

****Deeply Empathetic**** Inclusive, Intuitive Glass (clarity), Light (natural feedback) Accessibility, Human-centric Content, Micro Layouts Input fields provide inline feedback with soft glows and voice-ready labels

****Relentlessly Curious**** Adaptive, Engaging Liquid (flow), Glass (layering, discovery) Adaptability, Macro Layouts, Exploratory Motion Carousels reveal content on swipe/scroll with fluid motion between layers

****Ally**** Inclusive, Intuitive Glass (predictability), Light (guidance) Supportive Content, Task-focused Layouts, Accessibility Breadcrumbs light up progressively with each task step, emphasizing safe progress

The Core Pillars: Our Unchanging Principles ■ Pillars define the unchanging principles that form the "Core Signature" of the Play+ experience. They are the strategic guideposts for every design and development decision.

Adaptive Philosophy: Interfaces must respond fluidly to context and user needs. **Functional Impact:** Responsive layouts, reflowing containers, touch/keyboard input parity. **Emotional Impact:** Ease, freedom, flexibility.

Intuitive Philosophy: Design should reduce friction and empower action. **Functional Impact:** Clear hierarchies, smart defaults, minimal cognitive load. **Emotional Impact:** Confidence, clarity, trust.

Inclusive Philosophy: Everyone deserves equal access, comfort, and respect. **Functional Impact:** WCAG 2.2 AA, reduced motion options, accessible components, localization readiness. **Emotional Impact:** Belonging, empathy, dignity.

Distinct Philosophy: The brand should shine through every interaction. **Functional Impact:** Consistent tokens, visual signature (glass/light), strong identity cues. **Emotional Impact:** Recognition, emotional connection, authenticity.

Engaging Philosophy: Interactions should energize and reward, never distract. **Functional Impact:** Subtle motion, micro-interactions, animated feedback, transitions. **Emotional Impact:** Delight, joy, emotional continuity.

The Elements: Our Signature Soul ■ Motion Motion connects, guides, and delights. It should never distract.

Linked Pillar(s): Engaging Adaptive Linked Element(s): Liquid Light Colors Color communicates hierarchy and emotion. It should be bold yet purposeful.

Linked Pillar(s): Distinct Boldly Optimistic Linked Element(s): Light Expressive Typography Typography reflects tone and clarity. It balances character with function.

Linked Pillar(s): Distinct Intuitive Linked Element(s): Light Icons Icons are fast, universal cues. They simplify meaning when used consistently.

Linked Pillar(s): Intuitive Inclusive Linked Element(s): Light Accessibility Design must respect every user's ability. Inclusion is non-negotiable.

Linked Pillar(s): Inclusive Linked Element(s): Glass Light Layouts (Micro & Macro) Structure is clarity. Grids and flow enable narrative and usability.

Linked Pillar(s): Adaptive Intuitive Linked Element(s): Glass Liquid Content Strategy Content is interface. Tone, clarity, and intent must always align.

Linked Pillar(s): Intuitive Empathetic Linked Element(s): Glass Key Design Principles

■ These principles are the tactical application of our pillars and elemental soul. They translate philosophy into real-world execution.

| Principle | Description | Linked Pillar(s) | Linked Element(s) |
|------------------------------------|---|------------------|-------------------|
| Motion | Motion connects, guides, and delights. It should never distract. Engaging, Adaptive Liquid, Light | | |
| Colors | Color communicates hierarchy and emotion. It should be bold yet purposeful. Distinct, Boldly Optimistic Light | | |
| Expressive Typography | Typography reflects tone and clarity. It balances character with function. Distinct, Intuitive Light | | |
| Icons | Icons are fast, universal cues. They simplify meaning when used consistently. Intuitive, Inclusive Light | | |
| Accessibility | Design must respect every user's ability. Inclusion is non-negotiable. Inclusive Glass, Light | | |
| Layouts (Micro & Macro) | Structure is clarity. Grids and flow enable narrative and usability. Adaptive, Intuitive Glass, Liquid | | |
| Content Strategy | Content is interface. Tone, clarity, and intent must always align. Intuitive, Empathetic Glass | | |

Design That Moves With You ■ Play+ is our design system with a soul. A system where design isn't just built—it breathes. Where UIs aren't static—they react. And where style isn't surface—it's embedded into the behavior and emotion of every interaction. But Play+ is not only about aesthetics—it's a system that accelerates product creation without flattening experience . It empowers cross-functional teams to build with soul—at scale and at speed . Accessibility is embedded, motion is purposeful, and emotion is engineered with intent. Design that feels human. Components that feel alive. This is Play+.